

## **Juice FAQs Grocer Questions**

**1. Why did CA WIC decide to implement a rebate for juice when it limits choices for participants?**

CA WIC decided to implement a rebate program because the WIC Branch earns money from the juice manufacturers for every bottle or can of contracted juice purchased by a participant with WIC checks. As a result, the money received is used to serve more participants on the program.

The number of juices is limited because we have individual rebate contracts for each flavor and form of juice. This was done in order to effectively manage the rebate contracts and bill manufacturers accurately. WIC participants have a choice of 16 juices. They can select frozen concentrate or shelf stable ready-to-drink (RTD) juice from five different flavors (apple, grape, orange, pineapple, and blended fruit). In addition, WIC participants can choose vegetable juice which comes in the RTD form only. The Program determined the flavors based on participant survey and market share data about popularity of different flavors.

**2. What is the difference between form, flavor and line?**

**Form:** The method of preservation of the juice, either frozen concentrate or shelf stable ready-to-drink.

**Flavor:** Fruit juice made from one of the following types of fruit - apple, grape, orange, pineapple, and blended fruit (a mixture of more than one fruit juice).

**Line:** A single variety of a juice type (e.g. grape juice) which has a distinguishing feature within that type (e.g. purple or white grape juice).

**3. Is a store required to carry all juices listed in the WIC Authorized Food List (WAFL)?**

At a minimum, a store is required to carry all flavors of juice in one form, either frozen or shelf stable ready-to-drink (RTD). Flavors include: Apple, Grape, Orange, Pineapple, Vegetable, and Blended Fruit. If a store decides to carry all the flavors in the frozen form, they are not required to carry the entire line of each flavor. Therefore, they may carry one of the four Welch's blended fruit juices and either white or purple grape juice to meet the minimum requirement. Please note that stores that choose to carry the complete frozen line do not have to carry vegetable juice, as it is only authorized in RTD form.

**4. If a store carries both frozen and shelf stable RTD juices, are they required to carry every flavor of authorized juice in each form?**

Our rebate contracts include both frozen concentrate and RTD shelf stable juice (64 oz.). A grocer must carry all of the flavors in one or the other form. Flavors include: Apple, Grape, Orange, Pineapple, Vegetable, and Blended Fruit. If the grocer chooses to carry both frozen and RTD, then at least one form must offer choices in all the flavor categories. Participants will have WIC checks that are either all frozen or all shelf stable RTD and must redeem the WIC check for only the specified form of juice. Therefore, grocers cannot meet the criteria by having some flavors in frozen and other flavors in RTD.

**Juice FAQs  
Grocer Questions**

**5. What is the minimum stocking requirement for juice?**

The minimum stocking requirement for frozen juice is four 12-ounce containers of each flavor. The minimum stocking requirement for shelf stable juice is three 64-ounce containers of each flavor.

Grocers may stock more of some flavors than others, as long as they stock adequate inventory to meet customer needs within a particular juice form. This means that if the grocer stocks a smaller amount of one flavor, the grocer must stock more of the other flavors. The grocer must carry all the flavors in a form, as a complete line, and must carry adequate inventory of juice to meet participant needs.

**6. I am not able to get some of the WIC juices from the wholesaler. What do I do?**

Call your WIC grocer analyst at (916) 928-8705.

**7. Can I redeem a check that does not have my store in the 'pay to order' line on the check and has "Any Authorized Vendor" listed instead? What does that mean?**

Yes, you can redeem a check that has "Any Authorized Vendor" in the pay to order space. "Any Authorized Vendor" or AAV means that a participant may use these checks at any vendor (store) that is authorized for WIC in the State of California. If you have any other questions about AAV, talk with your grocer analyst.

**8. How are the juices listed on the juice checks?**

For most juices, only one brand and one flavor is listed on a WIC check. However, for grape and blended fruit juice participants have more than one option listed on the WIC check. For grape juice in frozen concentrate, both purple and white will be printed on the WIC check. For grape juice that is shelf stable RTD, both red and white will be printed on the WIC check. For blended fruit juice in frozen concentrate, white grape-peach, white grape-raspberry, white grape-pear and white grape-cranberry will be listed on the WIC check. For blended fruit juice that is shelf stable RTD, both apple-grape and apple-strawberry will be printed on the WIC check.

**9. Can I sell any juice within a flavor as long as it is the right brand?**

No, you must sell the specific product(s) listed on the juice check.

**10. Can I sell the store brand/private label juice that does not have the approved symbol on the cap of the bottle to WIC customers?**

No, only the store brand/private label juices that have the approved symbol on the bottle cap may be sold in WIC juice transactions when a customer is using the juice check. See the Shopping Guide and the juice posters for the approved symbol.

**11. Why can't participants get the purple grape juice in a bottle with their WIC checks?**

The juice manufacturing company that won the rebate contract did not bid a purple grape juice in the RTD form. However, participants can choose RTD Red-Grape juice or ask their local agency for WIC checks for frozen juice so they can purchase the contracted frozen purple grape juice.

**Juice FAQs  
Grocer Questions**

**12. What is in blended juices?**

We have two types of blended juices- blended vegetable and blended fruit.

Blended Vegetable—Consists of a variety of vegetables including tomato, celery, and carrots.

Blended Fruit—Consists of a blend of juice depending on your selection. The mixture is 100% juice. In the RTD form we offer Apple-Grape and Apple-Strawberry. In the frozen form we offer White Grape Peach, White Grape Raspberry, White Grape Pear, and White Grape Cranberry.

**13. Is Vegetable Juice Cocktail really “juice”?**

The rebated vegetable juice cocktail is 100% juice. However, the industry also uses the term “cocktail” for juice drinks that are not 100% juice. Most fruit juice cocktails are more like punch or juice-ades, and may have only 10 to 30 percent fruit juice. They are not allowed on WIC. All WIC authorized juices are 100% juice as written on the product label.

**14. Which of your juices are kosher?**

Please refer to the [table of kosher juices](#). This list will be updated as changes occur.